

IPUATC is glad to organize a webinar on
**"SUSTAINABILITY APPROACH
AND CIRCULAR PU SOLUTION"**

by Mr. Zheng Wu- BASF, Shanghai



Abstract

The webinar will describe BASFs overall sustainability approach and targets. A portfolio of circular material solutions to meet different customer needs, with a focus on mass balance approach and their readiness in Asia, as well as some running projects to highlight.



Mr. Zheng Wu - BASF, Shanghai

Sustainability Manager
BASF Performance Materials - Asia Pacific

Mr. Zheng has over 15 years of work experience in the Automotive and Chemical Industry, covering various functions including RnD, Project Management, Innovation and Sustainability.

In his current role in BASF, Zheng is dedicated to sustainable development, linking design of global sustainability strategy with regional implementation, designing the roadmap for sustainable product development, exploring circular and low carbon footprint product value chain collaboration opportunities, as well as market communication and promotion of relevant sustainable offerings.

Zheng holds a MSc. degree of Mechanical Engineering from Imperial College London.



21ST MARCH 2024



2:00 PM IST

Kindly register for the webinar by sending a mail to
Dr. Snehalata on snehalata@ipuatc.com till 19TH March 2024

LINK WILL BE CIRCULATED ON 20TH MARCH 2024

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